

From: **Keith Kloor** <[REDACTED@gmail.com](mailto:REDACTED@gmail.com)>  
Date: Wednesday, May 11, 2016  
Subject: [SEJ-TALK:] good story  
To: [SEJ-TALK@lists.sej.org](mailto:SEJ-TALK@lists.sej.org)

Hi folks,

In a previous discussion post on this listserv about SEJ's Twitter feed, Beth Parke helpfully laid out the criteria for content that is tweeted and retweeted under the official SEJ imprimatur. In short, Beth said, "A lot of research and a lot of selection goes into the choice of SEJ's Twitter content." The point being: There was quality control.

So in case anyone didn't see it yesterday, SEJ's Twitter feed mentioned a Huffington Post blog item called, "Peeling back the curtain on Monsanto." Perhaps you missed it but saw the piece tweeted out by Michael Pollan and others?

I urge anyone interested in the nexus of GMOs, corporate influence, and journalism to read the piece, by Paul Thacker (who interviews Carey Gilliam, a former Reuters reporter turned researcher for U.S. Right to Know.) [http://www.huffingtonpost.com/paul-thacker/peeling-back-the-curtain-on-monsanto\\_b\\_9867902.html](http://www.huffingtonpost.com/paul-thacker/peeling-back-the-curtain-on-monsanto_b_9867902.html)

In the article you will learn (or maybe it's not news to some of you) that I am part of a Monsanto-led cartel--an industry shill. It's a fascinating read, no less so because of the author's longstanding interest in me (dare I say animus), which of course was not disclosed by him in the article.

But I quibble. This article is the latest example, nicely shared by SEJ in its social network, of a depiction of a journalist (myself) who is little changed from the guy who was a senior editor at Audubon magazine for most of the 2000s, someone who remains proud of that association and the hundreds of articles he edited or wrote during this period. I'm also the same guy who once (proudly) blogged for Climate Central and the Yale Forum on Climate Change & Media, among other outlets.

So how does a guy like me go from card-carrying environmental journalist in good standing ten years ago to ethically-challenged industry shill featured on Greenpeace's Polluter Watch, Sourcewatch (among other "watchdog" sites) in the past year? It's a fascinating story, for sure, which I now feel obligated to share with my environmental journalism students, my two boys (since they are now of googling age and like to read about their father), and friends who happen to come across my name on the internet and are puzzled by some of what they see.

Keith